

END TERM EXAMINATION

FOURTH SEMESTER [BBA] MAY-JUNE 2016

Paper Code: BBA-206
BBA(TTM)-206
BBA(B&I)-206
BBA(MOM)-206

Subject: Marketing Research

Time: 3 Hours

Maximum Marks: 75

Note: Attempt any five questions. All questions carry equal marks

- Q1 (a) Define Marketing Research. Discuss its role in decision making.
(b) Explain the principles of good research.
- Q2 Explain the basic features of a good research design. What are the various types of research designs? What factors affect the choice of a research design?
- Q3 Is there any difference between probability sampling and non probability sampling? Which technique would you like? Justify your answer.
- Q4 (a) You are asked by you company to conduct a market survey to know the market demand of potato Chips that your company has launched in the market recently. Prepare a questionnaire by using likert scale to know the condition.
(b) Can secondary data be a substitute of primary research? If yes, under what conditions.
- Q5 What are the different types of questionnaires used for data collection? Explain the need and importance of pre testing a questionnaire
- Q6 (a) What do you mean by research report? Explain its various types.
(b) What are the basic factors to be kept in mind while preparing an and presentation of a report.
- Q7 Write short notes on **any three** of the following:-
(a) Measures of Central Tendency
(b) Multiple Regressions
(c) Process of hypothesis testing
(d) Conjoint Analysis